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Social and Media Influences on Vaping

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Social and Media Influences on Vaping

By. Emily D'Arcy

Southwest Social Science Association 2019

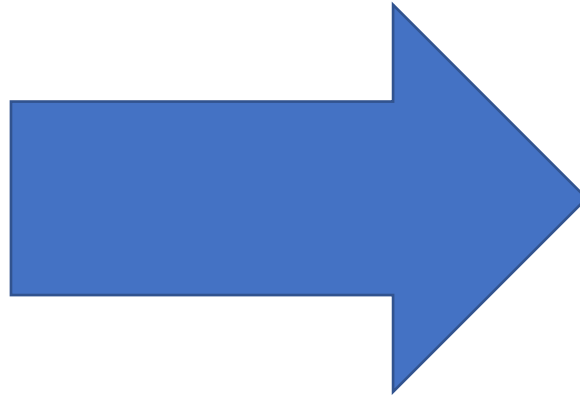
Why vaping?

- Social Work Elective on Addictions
- Expressed interest in potentially pursuing the addictions field
- Vaping was a relatively new topic at the time
- Seeing people vape on the streets, in dorms, on their way to/from class

What Do Vapes Look Like?



Vaping Marketing



Vaping Advertisements on Social Media



JUUL Charger advertisement on Twitter



JUUL "promposal" seen on Instagram



JUUL Promotional Tweet

Social Media Marketing

- “Mention of flavors, use of celebrity endorsements, and use of cartoons or animation” (Vandewater, E. A., et al., 2018, p. 31)
- “There are celebrities and other inspirational people who vape which makes it socially acceptable” (Alexander, 2018, p. 32).
- “In the recent past, JUUL has spent over a million dollars on advertising campaigns on Twitter, Instagram, and YouTube” (Ybarra, 2019, p. 1)

How Social Media Hyped Nicotine for Teens

<https://www.cnn.com/videos/health/2018/12/17/juul-social-media-e-cigarettes-vape-gupta-dnt-newday-vpx.cnn>

Celebrity “Influencers” Vaping



Leonardo DeCaprio



Cara Delevingne



Jennifer Lawrence



Kylie Jenner



Drake



Bella Hadid



Samuel L Jackson



Sophie Turner



Selena Gomez



Justin Bieber



WhatsApp



Snapchat



Instagram

Social Media Influence



Twitter



Facebook



YouTube

- “Twitter appears to be an important marketing platform for e-cigarettes. Tweets related to e-cigarettes were overwhelmingly commercial, and e-cigarette marketing on Twitter may have public health implications” (Huang, J., et al., 2014).
- “Unregulated advertising of e-cigarettes to youth through social media and advertising campaigns elsewhere can lead to the glamorization of vaping among young people” (Ybarra, 2019, p. 2).
- “A study conducted in 2013 found that almost 30,000 videos showing people vaping were available on YouTube, and more than 100 million views were reported” (Surgeon General, 2019).

JUUL Advertisements Around College Campuses



Seen at “PC Mart” right adjacent to Providence College Campus



Discounted JUUL Products around Columbia University



JUUL advertisement in Times Square, NYC



Seen inside and outside a smokeshop near Brown University

Pods for Pods

TUESDAY

PODS FOR



PODS

Turn in your juul pods/devices for free quit kits, cocoa
and your chance to win airpods, Bentley gear and
more!

**VISIT OUR TABLE IN THE STU ON TUESDAY
FROM 12-2:30 FOR YOUR CHANCE TO WIN**

Providence College Study

- Junior year
- Qualitative Study
- Surveyed 25 students
- Generation discrepancies

Student Responses

- “It offered me a sense of ‘fitting in, being cool, and feeling socially accepted’”
- “I would judge someone who smokes a cigarette more than someone who vapes due to the fact that in smoking a cigarette you’re also putting the health of others at risk due to secondhand smoke”
- “Although my parents don’t like smoking of any kind, they allow me to vape because it’s better than smoking a cigarette”
- “I never used to vape but now whenever I’m out I see people doing it so I feel like I need to”

Figure 1



Top left word cloud = Blu, Top right word cloud = NJoy, Bottom left word cloud = Logic, Bottom Right word cloud = Metro.

- These are the most common words used by the brands Blu, NJoy, Logic, and Metro gathered from Twitter

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Recent Vaping Regulations

- Rhode Island
- Massachusetts
- New York
- California
- Texas

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Thank you!